

Arcadia Public Library

Strategic Plan Update 2013



Library Board of Trustees

Anne Joseph
Dorothy Denne
Denise Gellene Bates
Janet HasBrouck
Ron Larson

Director of Library & Museum Services

Mary Beth Hayes

Mission Statement

It is the mission of the Arcadia Public Library to provide full and equal access to materials and services that meet the educational, historical and individual interests of a diverse community.

2013-2014 Library Board of Trustees



(L-R) Janet HasBrouck, Dorothy Denne, Anne Joseph, Ron Larson, Denise Gellene Bates

Table of Contents

Mission Statement and Board of Trustees.....	1
Introduction.....	3
Goals and Objectives	4-11
Statistical Charts:	
Library Cards	12
Items Loaned	13
Items in Collection	14
Gate Count	15
Questions Answered.....	16
Summer Reading Program	17

Introduction

The Arcadia Public Library Board of Trustees developed a Strategic Plan in 2001 to serve as a guide for the Board and Library staff. In 2006, the Board evaluated the original Plan and updated it in order to prepare for the future.

In the fall of 2012, the Library Board recognized that it had been more than five years since the last Update, and began the process of revising and updating the goals and objectives. Staff was invited to participate in this process. Special meetings were held to review, revise, revisit and discuss the original Plan as well as the 2006 Update. At each Board Meeting beginning in January 2013, staff offered suggestions and input for updating the goals and objectives. At the direction of the Board, staff focused on identifying new programs and services. The Board approved the final revisions at its September, 2013 Meeting.

As was the case with the 2006 Update, some of the original goals and objectives remain in the new, updated version as they are a basic and integral part of the Library's overall mission and service program.

Included in this Plan are updated versions of charts that appeared in the original Strategic Plan. They track gate count and circulation, demonstrating trends over the span of a decade.

The Library Board recommends that the Updated Strategic Plan be reviewed regularly and updated in three to five years as needed.

Goal 1

Provide programs, services and collections that meet the needs of a diverse community

- A. Promote literacies such as information literacy, computer literacy, childhood learning literacy, and other literacies through balanced collection development, programming, and services
 - Offer group and individual instruction on information and technology literacies for all ages
 - Host quality storytimes and educational programming that develop childhood literacy
 - Provide parent education workshops that support family literacy skills
 - Explore multimedia initiative for teen programming
- B. Collaborate with schools for mutual benefit
 - Further develop and capitalize on relationship with schools
 - Develop information dissemination strategies for reaching student and parent populations more effectively
 - Pursue library card initiative for all kindergarten students of the Arcadia Unified School District
 - Continue to provide class visits for and conduct outreach to Arcadia elementary and middle schools, imparting library and information literacy skills
 - Promote Library services to educators, keeping them informed of resources beneficial to teacher and student
 - Meet the supplemental curricular needs of students through up-to-date, balanced collections and electronic resources

Goal 1 (continued)

- C. Provide a wide range of materials in various media, languages, and formats
- Revitalize and expand International Language materials
 - Explore emerging technologies that may enhance/supplement collections
 - Explore expanding digital collections to include digital periodicals, music, and video
 - Consistently maintain collections in order to provide timely, accurate, and relevant informational and recreational materials to the community



Goal 2

Preserve the cultural and intellectual heritage of Arcadia

- A. Build and maintain collections of historic documents and images in various formats
- B. Collaborate with the Gilb Museum of Arcadia Heritage, Arcadia Historical Society, Arboretum of Los Angeles County, and other organizations and individuals with respect to Arcadia history
- C. Provide research assistance and reference services to individuals, organizations and other groups interested in the holdings of the Arcadia History Collection



Arcadia City Hall



Santa Anita Race Track



Arcadia City Library

Lenz/Wishek Watercolor Collection

Goal 3

Utilize and maintain appropriate technology to meet organizational and community needs

- A. Maintain and update the Library's web resources, build on the Library's online presence, and explore new means of online communications and education as they arise.
 - Further develop the Library's social media presence (such as Facebook and Twitter)
 - Explore increased support for mobile devices
- B. Enhance access to current and emerging technologies
 - Engage in a dynamic technology planning process to review new technologies and consider their usefulness to the Library's mission
 - Improve the Library's wireless and public computing capabilities
- C. Explore offering various technology options for service delivery as part of the technology planning process
 - Explore and evaluate developments in the "virtual branch" model of service provision
 - Explore offering streaming media-based resources to patrons



Goal 4

Facilitate access to public information at all levels of government (Federal, State, County, City, Special Districts)

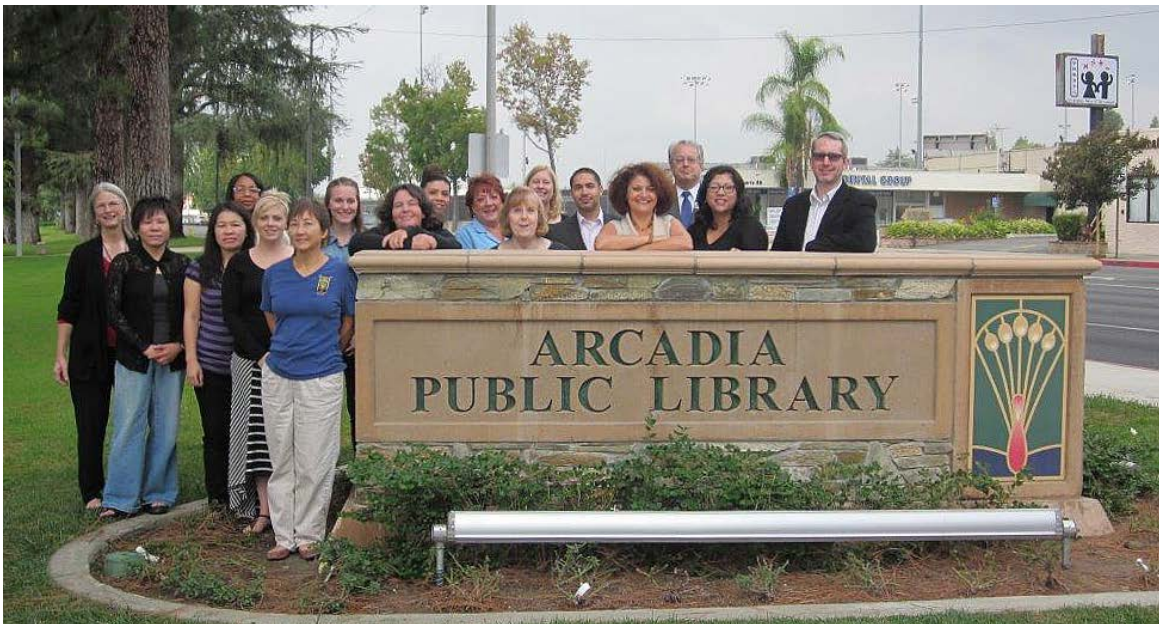
- A. Maintain federal depository status, periodically reevaluating the benefits of the designation
- B. Explore a more robust provision of e-government services
 - Explore transitioning to a more digital repository
 - Provide access to digital government information in order to enable participation in the democratic process
 - Transition Government Document pages of City website to LibGuides
 - Provide instructional services to help patrons navigate government information
- C. Maintain and provide access to selected municipal information and services
 - Encourage City Departments to make documents available to the Library for the public and for possible retention for historical purposes
 - Maintain contact information about local government officials



Goal 5

Provide the best and most efficient service possible by maintaining adequate staffing and physical facility

- A. Provide adequate number of well-trained and well-supported staff
 - Develop new employee orientation program
 - Develop customer service training
 - Support staff training and development, including disaster training
- B. Periodically review and re-evaluate organizational structure and staff assignments in support of excellent customer service
- C. Periodically review space allocation and develop appropriate plans
 - Explore options for updated Technology Center
 - Explore options for additional study rooms
 - Explore flexible seating options for efficient use of available space
 - Explore options for Reading Garden
- D. Promote self-service options
 - Update self-check equipment during FY 2013-14
 - Investigate expanded options for payment of fines and fees
 - Add self check-in equipment



Goal 6

Determine the needs and interests of the community in regard to library programs, collections, and services

- A. Conduct targeted surveys and assessments to evaluate the effectiveness of Library programs
- B. Assess services for seniors, the homebound, and those with special needs
- C. Assess the needs and interests of the community for materials and services in languages other than English
- D. Annually assess online databases and collections to identify and prioritize the supplemental curricular needs of students

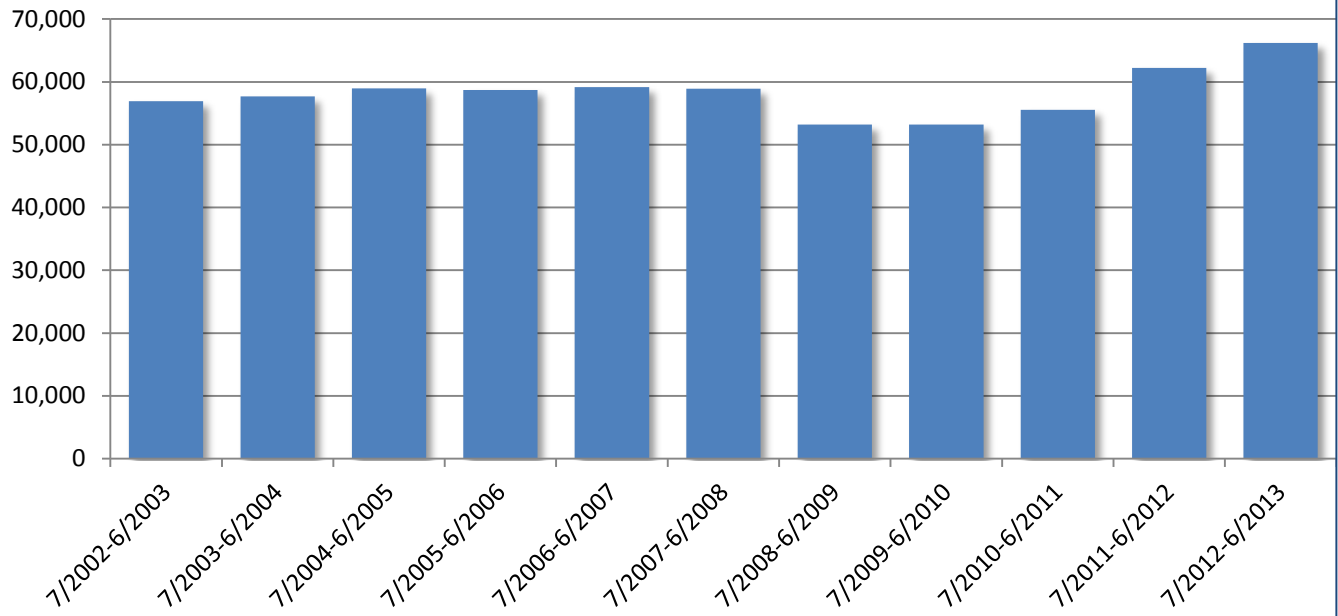


Goal 7

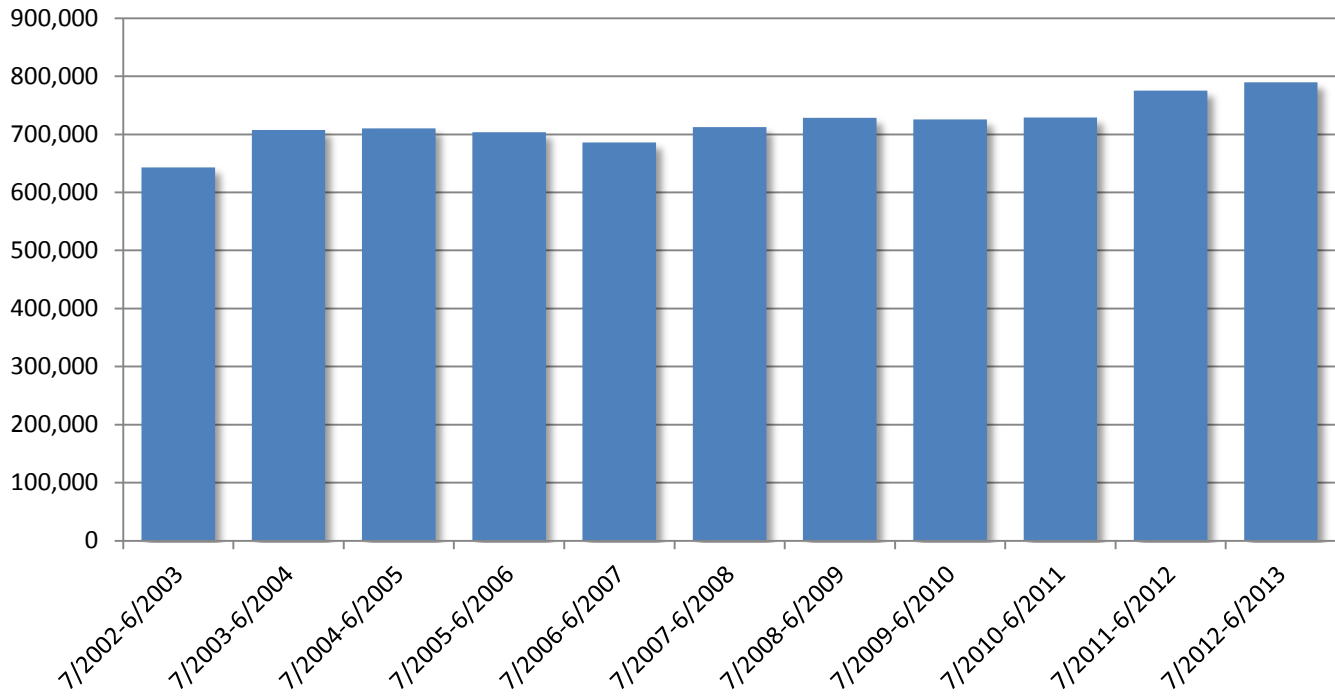
Provide Information on library resources and improve communication and engagement with the community

- E. Develop a comprehensive communication strategy to promote library collections, programs, and services
 - Solicit input from all sections of the Library
 - Review and update existing promotional and informational materials
 - Develop a working relationship with local news media
 - Involve Library Board and Library support groups in communicating and promoting Library resources
- F. Incorporate emerging technologies to facilitate community communication
 - Design strategies for soliciting and responding to community feedback
- G. Encourage, recognize, coordinate, and organize Library volunteers
 - Review policies/procedures for volunteer program
 - Create a library wide volunteer handout for all volunteers
 - Create a library wide internal procedure/checklist for staff to use when recruiting and training volunteers
 - Explore more volunteer opportunities for adults
- H. Strengthen and build partnerships with community groups and organizations
 - Explore collection, program, and service options for increasing awareness of Library services to older adult populations
 - Develop and maintain partnerships with community groups that support Library literacy efforts, including the English Conversation Class, Barks & Books, and Assisteens
 - Plan an informational program on Every Child Ready to Read, targeting community preschool groups, parents and grandparents that may not visit the Library

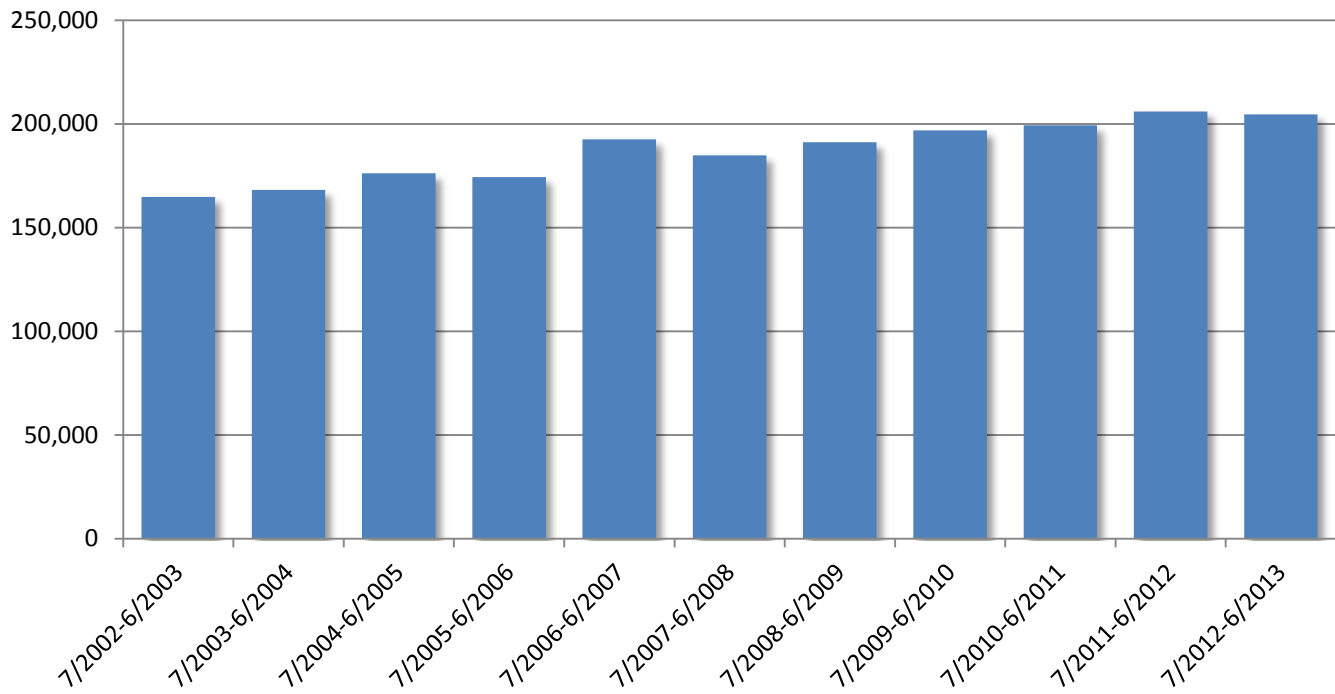
NUMBER OF LIBRARY CARDS



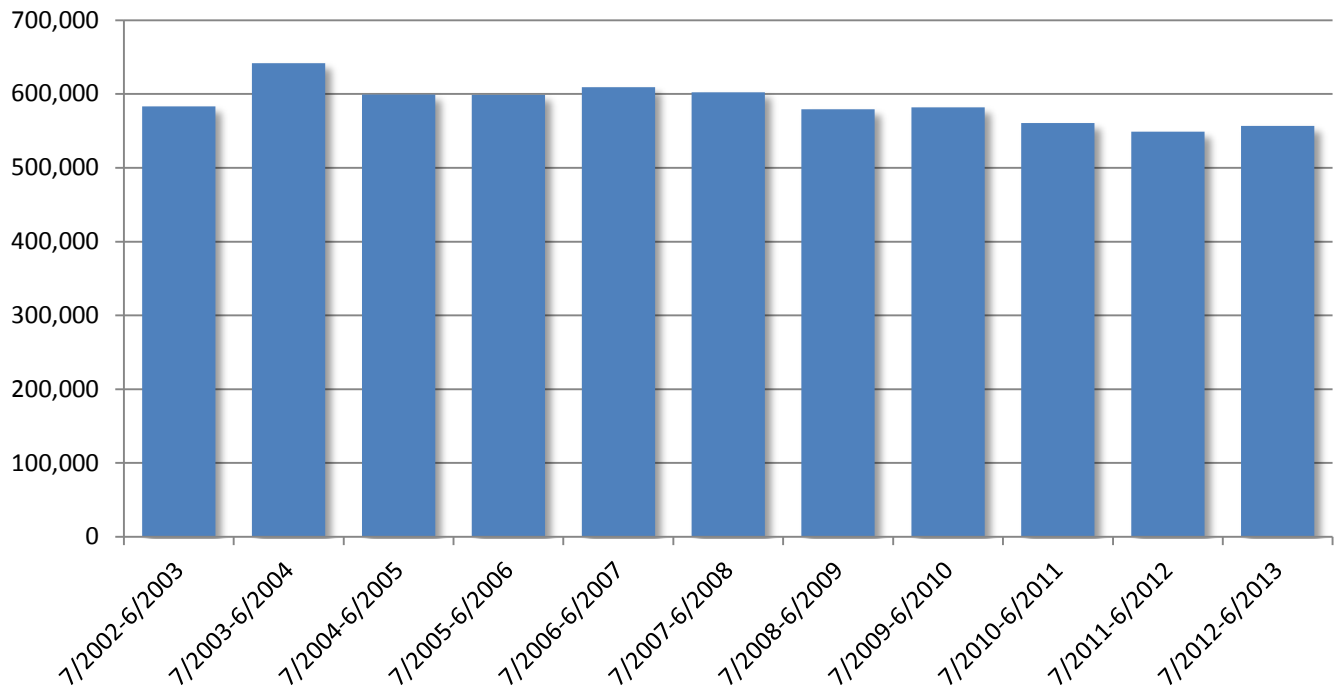
NUMBER OF ITEMS LOANED



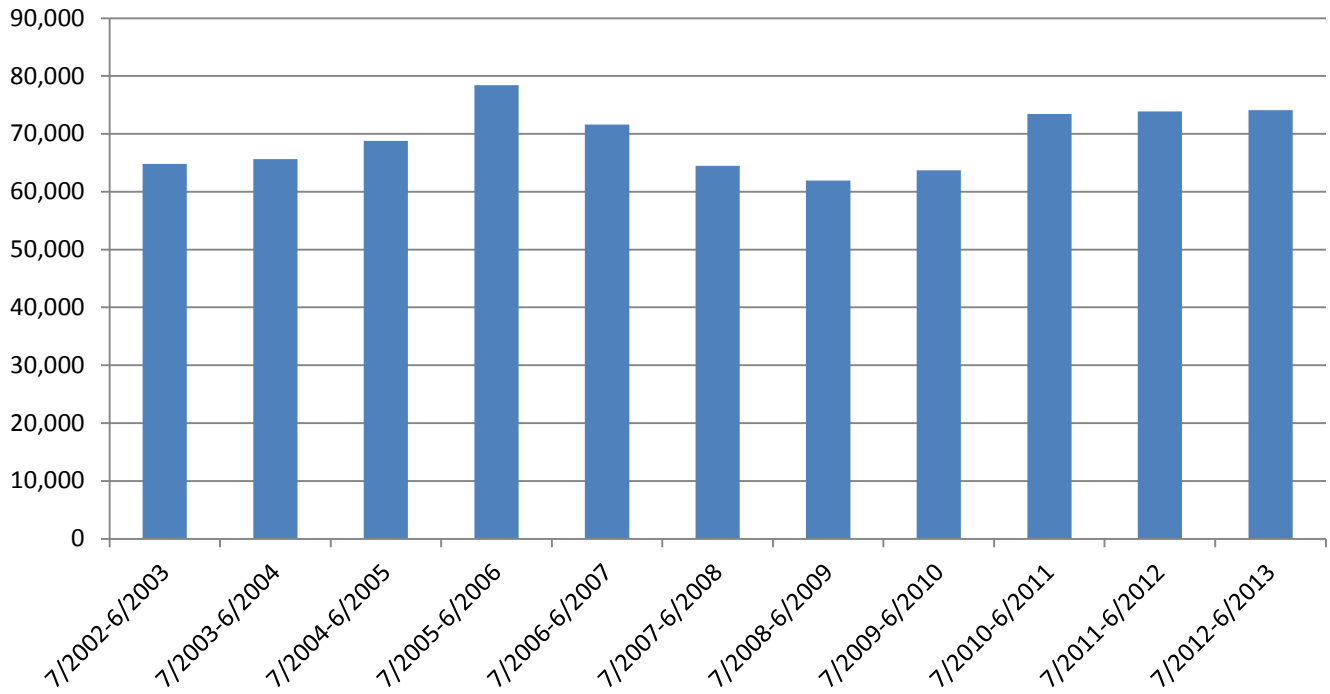
NUMBER OF ITEMS IN COLLECTION



GATE COUNT



TOTAL QUESTIONS ANSWERED



SUMMER READING PROGRAM PARTICIPANTS

